## ABSTRACT OF THE DISCLOSURE

A communication transceiver transmits a power-controlled first signal responsive to received power control commands and transmits one or more additional signals at variable power gains relative to the transmit power of the first signal based on reception quality feedback received for the additional signals. Thus, a mobile station may transmit a traffic channel at a variable power gain relative to its pilot signal power and vary that gain responsive to reception quality feedback received by it for the traffic signal. Of course, the mobile station may float more than one traffic channel using variable gains and may use different variable gains for each one. Further, the mobile station may float one or more non-pilot channels relative to the pilot or relative to another channel, while transmitting one or more fixed gain channels. Similar variable power gain may be employed at network base stations for forward link signals.